

WHAT IS CLAIMED IS:

1. A method of treating or preventing an allergic reaction in a mammal suffering from or susceptible to an allergic reaction, comprising delivering an X-ray contrast media to the mammal.
2. The method of Claim 1, wherein the X-ray contrast media is delivered to the eye of a mammal and the allergic reaction is allergic conjunctivitis.
3. The method of Claim 2, wherein the administration step comprises administering from 0.1 to 3 ml of said X-ray contrast media.
4. The method of Claim 1, wherein the allergic reaction is allergic rhinitis.
5. The method of Claim 4, wherein the X-ray contrast media is delivered intranasally.
6. The method of Claim 4, wherein the administration step comprises administering from 0.1 to 3 ml of the X-ray contrast media.
7. The method of Claim 1, wherein the X-ray contrast media is selected from the group consisting of a dimeric nonionic contrast media and a deiodinated nonionic contrast media derivative.
8. The method of Claim 1, wherein the X-ray contrast media is in a dimer form.
9. The method of Claim 1, wherein the X-ray contrast media is non-ionic.
10. The method of Claim 1, wherein the X-ray contrast media is in an aggregated form.
11. The method of Claim 1, wherein the X-ray contrast media is delivered in a manner selected from the group consisting of intranasally, subcutaneously, intramuscularly, intravenously or topically.
12. The method of Claim 1, wherein the X-ray contrast media comprises triiodinated, completely or partially substituted, benzene moieties existing in the form of a monomer or a dimer.
13. The method of Claim 1, wherein the X-ray contrast media inhibits, treats or prevents an allergic reaction by blocking adverse antigen-antibody complex formation.
14. The method of Claim 13, wherein the antibody is selected from the group consisting of IgA1, IgA2, IgD, IgE, IgG1, IgG2, IgG3, IgG4 and IgM.

15. A method of preventing adverse *in vivo* antigen-antibody complex formation by administering an X-ray contrast media to a person.

16. The method of Claim 15, wherein the administration comprises the delivery from 0.1 - 40 grams of the X-ray contrast media.

17. The method of Claim 15, wherein the X-ray contrast media is a dimeric nonionic contrast media.

18. A method of treating or preventing allergic conjunctivitis comprising the step of administering from 0.1 to 3 ml of a dimeric nonionic X-ray contrast media to an eye of a mammal suffering from allergic conjunctivitis.

19. The method of claim 18 wherein the X-ray contrast media is selected from the group consisting of IOTROLAN and IODIXANOL.

20. A method of treating allergic rhinitis comprising administering from 0.1 to 3 ml of a dimeric nonionic X-ray contrast media by drop installation into the nose in a mammal suffering from allergic rhinitis or exposed to a known potential nasal allergen.

21. The method of Claim 20, wherein the X-ray contrast media is selected from the group consisting of IOTROLAN and IODIXANOL.